

**Writing Quality Proposals  
Workshop at TIG Conference  
January 26, 2005, 9:00 a.m. – 12:15 p.m.  
Agenda**

**Facilitator: Emily Gantz McKay, Mosaica**

**9:00 – 9:30 a.m.**

**Introductions**

- Welcome
- Introductions
- Experience and expectations
- Workshop objectives

**9:30 – 10:30 a.m.**

**Factors that Influence Proposal Quality**

- Identifying factors that affect proposal quality and competitiveness
- Identifying important strengths and common weaknesses of proposals
- Quick hints for avoiding common problems and strengthening proposals

**10:30 – 10:45 a.m.**

**Break**

**10:45 a.m. – 12:00 noon**

**Preparing Sound Goals, Objectives, and Evaluation Measures**

- Differentiating goals, outcomes, and outputs
- Writing measurable objectives
- Using the logic model to improve planning and objectives
- Activity: Improving goals and measures

**12:00 – 12:15 p.m.**

**Sum Up and Closing**

- Summary
- Session assessment
- Closing

## **Workshop Objectives**

At the end of the training, participants will be able:

1. To identify at least 5 factors that make a proposal strong and competitive
2. To identify at least 5 common weaknesses in TIG and other proposals
3. To describe ways to avoid the most common problems with proposals.
4. To distinguish goals, outcomes, and outputs
5. To prepare sound goals, outcome objectives, and process or task objectives.
6. To use the logic model in project planning.